

# 1000 Root Beers



Pokus Pokus — Parade Marshal

## AP's Today In History

By The Associated Press  
Today is Tuesday, October 22, the 295th day of 1963. There are 70 days left in the year.

Today's highlights in history:

On this date in 1854, Negro writer James Bland, who authored "Carry Me Back To Old Virginia," was born.

In 1746, a charter was granted to the College of New Jersey, which became Princeton University in 1896.

Sam Houston was elected president of the Republic of Texas.

During World War II, Germans executed in reprisal for the death of a Nazi officer.

## Mostly about People

By Wally Trabing



Sprawling modern-faced shopping centers, pleasing to the eye and satisfying to the frustrated motorist, are slowly sucking silver blood from the downtown business districts of the nation.

Mainstreet USA is on economic trial.

Still to its advantage is the traditional urge and need of "coming to town." In most cases you can't beat it for the hard-to-get variety of goods and specialty items. It's still the gathering place for local government, parades, small talk.

Ironically, the downtown's problem stems from a source vitally necessary for its existence—people. They multiply, along with their automobiles; battle with each other coming and going in order to exhaust their shopping lists; but finally give up to the caresses of access conveniences, pleasant landscaping and atmosphere.

Downtown Santa Cruz has felt the first symptoms of silver anemia. A few leaders already have looked into their crystal balls and winced at what they see.

Generally, they are prescribing three curative steps.

1. A vastly improved system of traffic circulation is needed around the perimeter and within the area. If the Detroit iron becomes much thicker down Pacific avenue, one of these hot days it might all fuse into one long metal strip.

2. More convenient parking. There is seemingly an adequate amount but unfortunately man still believes that the longer his car the more important other people will believe him to be—which takes up an awesome amount of real estate. So they say more, more, more.

3. Possibly a mall along part of Pacific avenue. What this amounts to is blocking off the main drag to autos, except for some cross traffic and converting the area for pedestrians use only. The area is landscaped and beautified, greatly enhancing the esthetic value of the surroundings.

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The city of Pomona (population 75,000) had a handdog situation within its innards far more serious than Santa Cruz. They have

a trade area of about 250,000, but nearly 40 business spaces along the main drag were darkened.

The downtowners did something about it. Many things, but most celebrated project was a nine-block mall. It opened about a year ago.

Earlier this month a plane load of worried Santa Cruz downtown leaders flew to Pomona to sniff out this mall. I talked to several of them (Jack Northway, drug-gist, Sco Thoma, tires and appliances; Neal Walton, city planner; Charles Hall, insurance; Len Gerkensmeyer, banker; and a couple of others a bit shy about their names) and here are some general impressions.

Most all agreed on the aforementioned sequence—that a mall should come last. The first phase is still practically a virgin one.

The Pomona mall was pleasant, but Santa Cruz could have a better one.

They learned that business improved from 15 per cent (on an individual basis) and 40 per cent over all. But one man believed the new huge department store had much to do with pulling in trade.

Some old buildings along the mall had not yet changed their forlorn appearances and some former and sleezy signs were still present, marring the over-all effect. However, the project is still not complete.

Planner Walton envisions a shorter mall for Santa Cruz, roughly from the Plaza to one block beyond Soquel avenue—about three lengthy blocks.

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At any rate the downtown merchants and business men see the handwriting on the wall(et). They will fight and we will see action soon.

Sco Thoma said something kinda frightening—

He said the big shopping centers are, in effect, becoming community hubs and as soon as northern Santa Cruz county finishes its one community fighting for the other community's dollar.

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"QUIT SMOKING AND  
LIVE LONGER"**